



May 23, 2002

Check-List for News Conference

- **Introduction** — Work with your DEA contact and get up to speed on the subject matter. Agree on order of speakers, introductions, etc.
- **Choose a location** — Preferably a place somehow related to your topic. Book it. Also arrange for furniture and set-up, arrange for sign-in table and sign-in sheet for journalists and media outlets.
- **Audio/Visual Arrangements** — Coordinate with audio/visual specialist or contract personnel to set up microphones, podium, stage, backdrop, cameras, lighting, etc.
- **Visuals** — Are you using some videotape, PowerPoint, charts on easels? Do you have a B-roll (background video that a television station might use) to illustrate the story? Have copies made to provide to television media.
- **Study Materials** — Study the materials/talking points — bullet points especially.
- **Press Packet** — Decide on how many copies you need to make. Keep a master copy for your files. Include biographies (bios) of guest speakers, background materials, any photos and/or charts.
- **Human Interest** — Find someone directly impacted by what you are talking about to join you, e.g., parent who has lost a child to drug abuse, young person who can talk about what he/she faces or has been through, or someone who was directly impacted by 9/11 and can give a personal perspective.
- **Security** — Make sure those who need to know are briefed.
- **Q & A** — Allow for questions and answers after guest speakers address the media. Decide who is going to recognize the questioner. Fifteen minutes is a fair amount of time. Be prepared for requests for a one-on-one camera interview when news conference is completed.
- **News Release or Media Advisory** — Customize by adding your quote, date, time and location, etc. of event.

* Send out to media 2-3 days in advance and follow up with phone calls to media contacts. Try to get a commitment from the News Director or Assignment Desk to cover the News Conference. Make sure to put event on the daybook for your local area Associated Press — AP.